

point notification means for notifying the customer of point information comprising the issued points; and

customer identification means for identifying the customer according to customer identification information,

wherein the point issue means comprises rate management means for changing a point calculation rate determined by predetermined transaction conditions in correspondence with each of the transactions according to each of the [more than two] transactions.

\*The recitations of new claims 64-66 presented in the Preliminary Amendment filed October 8, 1999 are repeated:

<sup>50</sup>  
~~64.~~ (NEW\*) The point management system according to claim <sup>21</sup>~~41~~, wherein the communication means is installed in a videocart equipped with a display screen device and notifies the customer of the point information sent to a specific area.

<sup>51</sup>  
~~65.~~ (NEW\*) The point management system according to claim <sup>13</sup>~~14~~, wherein the point notification means is installed in a store shopping-cart or videocart equipped with a display screen device and notifies the customer of the point information or specific commodity's point information sent in a specific area in a store.

<sup>52</sup>  
~~66.~~ (NEW\*) The point management system according to claim <sup>13</sup>~~14~~, wherein the point notification means is installed in a store cart and notifies the customer of the point information by voice.

Please ADD the following new claims 67-77 as follows.

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<sup>53</sup>  
~~67.~~ (NEW) A point management system according to claim 1, wherein the point calculation rate is determined by a store's specific day on which purchases are carried out.

<sup>54</sup>  
~~68.~~ (NEW) A point management system according to claim 1, wherein the point calculation rate is determined by a customer's specific day on which purchase are carried out.

<sup>55</sup>  
~~69.~~ (NEW) A point management system according to claim 1, wherein the point calculation rate is determined by a store's specific time period during which purchases are carried out.

<sup>56</sup>  
~~70.~~ (NEW) A point management system according to claim 1, wherein the point calculation rate is determined by a store's specific commodity for which purchases are carried out.

<sup>57</sup>  
~~71.~~ (NEW) A point management system according to claim 1, wherein the point calculation rate is determined by the number of purchase transactions.

<sup>58</sup>  
~~72.~~ (NEW) A point management system according to claim 1, wherein the point calculation rate is determined by access conditions including the number of accesses.

<sup>59</sup>  
~~73.~~ (NEW) A point calculation system according to claim 1, wherein the point calculation rate is determined by the number of customer's visit to a store.

<sup>60</sup>  
~~74.~~ (NEW) A point calculation system according to claim 1, wherein the point calculation rate is determined by customer ranks according to amounts of purchase by a customer.

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